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# PRESS RELEASE

Event Press Release:

## **SECCES Productions and Beyond All Borders, LLC Announce Partnership with Martin's International Branding Events**

Atlanta, GA - SECCES Productions and Beyond All Borders, LLC are excited to announce their partnership with Martin's International Branding Events, headed by Founder, Owner, and Creator Mr. Ephraim Martin. The companies have worked together for over 30 years, organizing numerous cultural and global events, and are thrilled to collaborate once again for the upcoming Carnival of Nations Expo in conjunction with The International Festival of Life Event.

Carolyn Anderson, President & CEO of SECCES Productions and Beyond All Borders, LLC, is especially delighted to join this year's Carnival of Nations Expo, which aligns with their East & South Africa Roadshow. Beyond All Borders, LLC recognized the lack of marketing inclusion and solicitation to the African American market in the travel industry, and after extensive research, discovered that Black Americans have a spending power of over \$1.6 trillion dollars. Anderson created the East & South Africa Roadshow to invite DMC, Tourism Officials, and Travel Agents to the USA to introduce their countries to agents and agencies from underrepresented groups.





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The Carnival of Nations is a four-day festival that celebrates the diversity of cultures and traditions worldwide, bringing people from all walks of life in a vibrant and inclusive environment. SECCES Productions and Beyond All Borders, LLC invite all world leaders to attend and highlight the importance of cultural diversity and promote global unity. The festival provides a unique opportunity to showcase a country's products and services to a diverse and engaged audience, promoting tourism, business, and cultural opportunities.

Join us for the 30th Anniversary African/Caribbean International Festival of Life (IFOL) in Chicago on July 1st. This four-day festival features performances by renowned artists, international cuisine, and family-friendly activities, celebrating music, art, and culture from around the world. With performances ranging from reggae and salsa to African drums and jazz, there is something for everyone at this festival.

Don't miss the opportunity to immerse yourself in a diverse and welcoming community, experiencing the rich and vibrant cultures of the world. While in Chicago, explore the city's rich cultural offerings, from the world-famous Art Institute of Chicago to the beautiful Lakefront Trail. With its stunning skyline, delicious food scene, and friendly locals, Chicago is a city that truly has it all.

SECCES Productions, Beyond All Borders, LLC, and Martin's International Branding Events welcome your representation to the International Festival of Life's Carnival of Nations. I appreciate your consideration, and we hope to see you there.

*30th Anniversary of the*  
**AFRICAN/CARIBBEAN INTERNATIONAL FESTIVAL OF LIFE (IFOL)**  
*combined with the*  
**JERK, SEAFOOD & VEGAN FESTIVAL (JSVFEST)**  
**SAT-TUES JULY 1st - 4th** **WASHINGTON PARK** **DAILY NOON - 10PM**  
 55th Street & Cottage Grove, Chgo  
**LIVE IN CONCERT!!**  
 REGGAE MEGA STAR LETON, CAPLETON & THE PROPHECY BAND, R&B LEGEND HEATWAVE, HAITIAN DANCE PARTY STAR ROODY ROODBOY, SERIAL DA BOSS, KARL WATSON & THE DYNAMIC REGGAE BAND, OFFICIAL REGGAE BAND, BOLDJAY, BABY J & THE GOLDEN STREET REGGAE BAND, A GODDESS, DR. ODIE PAYNE  
 ...and scores of other acts. #festoflife, #JSVFest  
 To become a sponsor, vendor, get tickets and/or for other info visit [www.internationalfestivaloflife.com](http://www.internationalfestivaloflife.com), on Eventbrite search festivaloflife; Email [festoflife@gmail.com](mailto:festoflife@gmail.com), call 312-427-0266

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Beyond All Borders, LLC